



For Immediate Release

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Industry leaders Create First Full Suite of Online Ad Entry Solutions

*Creative Circle Advertising Solutions and DynAccSys
Form Strategic Partnership to Provide Newspapers
with a Complete Set of Reverse Publishing and Web Ad Entry Solutions*

Providence, RI (March 28, 2005) – The best set of online ad entry and reverse publishing solutions – adQ: Intelligent classifieds and Virtual Ad Taker – can now be purchased as a broad suite of software, allowing newspaper advertising departments to accept a vast array of advertising via the web.

Creative Circle Advertising Solutions and DynAccSys have agreed to cross-license each other's products and coordinate installations and future product development. Existing and future clients of either company will be able to buy all or part of the suite from either company.

“This means newspapers can finally have it all in web entry and reverse publishing and get it all from a single source,” said Renae Gerkin, general manager at Virtual Ad Taker. “And, as we move forward, it means that both companies will be able to develop and deliver new and improved products faster.”

Creative Circle built adQ, a web entry system targeting private party classifieds that helps non-commercial clients write more effective ads. The company's content-packed solution has been widely praised for its user interface and ease of use. The software overcomes a major barrier faced by web ad entry – it can accommodate the large number of casual advertisers who don't know what to say in their ads.

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*Creative Circle-Virtual Ad Taker strategic partnership, Page two*

Virtual Ad Taker, created by DynAccSys, provides a wide range of practical, web entry and reverse-publishing solutions that allow advertisers to create and submit display ads, legal notices, commercial classified line ads, obituaries, weddings and engagements. Virtual Ad Taker has a proven track record of generating new revenue for its clients.

“Both companies did a pretty careful review of all the offerings in the ad entry field and found we admired each other’s products,” said Bill Ostendorf, president of Creative Circle. “We liked the range of each others’ products, the approach to serving clients and the engineering behind what we have built so far.”

All products in the suite are based on open-source technology and an ASP pricing model where newspapers pay a low installation fee and then monthly charges for backup, 24-hour hosting, support and upgrades.

The suite will be able to interface with most major classified front-end systems.

Products throughout the suite are also photo friendly. Both companies recognize that uploading and automating costly prepress for photography had to be a key feature in advertising placed on the web. “Pictures are the next wave of new revenue for newspaper classified sections,” said Ostendorf, who has led dozens of industry workshops on growing revenue, ad design and marketing. “Our market research demonstrates that classified sections with photos will gain more readers and advertisers, especially among the 18-34 crowd.”

“The newspaper industry needs to move quickly to make better use of the web and to strengthen its hold on local advertising,” said Ostendorf. “We believe that online ad entry will save millions of dollars for newspapers in the coming decade, and generate millions more in new revenue. This agreement positions us to help the industry make those millions a reality.”

“This is a strategic partnership between two smart companies with diverse and complementary fields of expertise. This will make the entire suite stronger as we move forward,” said Gerkin. “We are all dedicated to energizing newspaper advertising through the web and that’s great news for newspapers.”

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About adQ and Creative Circle Advertising Solutions

adQ is a web entry system targeting private party classifieds that helps non-commercial clients write more effective ads, resulting in longer ads and more revenue. adQ is a product of Creative Circle Advertising Solutions, Inc., a joint venture between Creative Circle Media Consulting, Inc. and Sprintout Internet Services.

Creative Circle Media Consulting is has a 25-year history of providing more than 80 media companies on three continents with management, training, marketing, branding, outsourcing and design innovations. The firm has led more than 100 redesigns of newspapers, classified sections, web sites and magazines. Sprintout specializes in solving complicated archiving and production challenges for major corporations.

Both parent companies and their joint venture are housed in the Design and Business Center at the Rhode Island School of Design in Providence, R.I.

For more information, visit www.adqic.com

About Virtual Ad Taker and DynAccSys

Virtual Ad Taker is part of DynAccSys, a technology company with a 20-year history of solving complex challenges for the federal government and the newspaper, mortgage banking and accounting industries. DynAccSys designs, operates and supports customized tools that provide access, management, archiving, transmission and processing of large-scale data bases. DynAccSys is headquartered in a 3,500-square-foot, state-of-the-art data center in Silver Spring, Md. Virtual Ad Taker also has sales offices in Englewood, Colo.

For more information, visit www.virtualadtaker.com or www.dynaccsys.com.

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